

PAT-NO: JP02000056720A

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TITLE: DEVICE AND METHOD TO PASS JUDGEMENT ON PROMOTION EFFECT
AND RECORDING MEDIUM

PUBN-DATE: February 25, 2000

INVENTOR-INFORMATION:

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INT-CL (IPC): G09F027/00, G06F017/60, G07B015/00, G07G001/12

ABSTRACT:

PROBLEM TO BE SOLVED: To realize a promotion effect judgement technology by which effectiveness of advertisement is more objectively and accurately verified.

SOLUTION: The device is provided with a control condition computing means, that divides the objective customers who are applicable to the targeting condition into experimental and controlled customers, and an advertisement output means, which outputs advertisement information to the experimental customers. The experimental customers receive the advertisement and the controlled customers do not receive the advertisement. Moreover, the device is provided with a first computing means, which discriminates whether the merchandises purchased by the experimental customers are merchandises to be advertised included in the advertisement information or not, a second computing means, which discriminates whether the merchandises purchased by the controlled customers are merchandises to be advertised included in the advertisement information or not, and a comparison means which compares the computational results of the first and the second computing means.

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Abstract Text - FPAR (2):

SOLUTION: The device is provided with a control condition computing means, that divides the objective customers who are applicable to the targeting condition into experimental and controlled customers, and an advertisement output means, which outputs advertisement information to the experimental

customers. The experimental customers receive the advertisement and the controlled customers do not receive the advertisement. Moreover, the device is provided with a first computing means, which discriminates whether the merchandises purchased by the experimental customers are merchandises to be advertised included in the advertisement information or not, a second computing means, which discriminates whether the merchandises purchased by the controlled customers are merchandises to be advertised included in the advertisement information or not, and a comparison means which compares the computational results of the first and the second computing means.

Application Date - APD (1):

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